



AOT in Action

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director Sherry Henry:

Good afternoon,

It's National Travel and Tourism Week! And to celebrate the contribution of our industry here within the Grand Canyon State, Governor Jan Brewer has officially proclaimed it [Arizona Travel and Tourism Week](#).

Through a joint [press release](#) distributed from the Governor's office earlier today, Governor Brewer expressed support and appreciation of the Arizona tourism industry.

In 2009, more than 35 million visitors spent \$16.6 billion throughout the state, contributing nearly \$45 million each day into Arizona's economy. The industry, which produces revenue in all 15 Arizona counties, is also responsible for generating \$2.4 billion in local, state and federal tax revenues. Additionally, the Arizona tourism industry directly employs more than 150,000 Arizona residents. Combined with the secondary employment that is generated, more than 290,000 Arizona residents are impacted by this dynamic industry. The 2010 economic impact and visitation numbers will be released at the [Governor's Conference on Tourism](#), July 13-15.

To kickoff **Arizona Travel and Tourism Week**, AOT has launched our popular in-state summer travel promotion, [ValueAZ.com](#). This one-stop-Website lists travel deals and packages found throughout the Grand Canyon State during the summer. As a new component of the [ValueAZ](#) promotion, many of the travel deals and packages listed will feature Arizona's Centennial theme.

Also, in collaboration with the Governor's Task Force on Tourism and Economic Vitality, AOT has launched, "[Arizona Calling – Share Something Amazing](#)," an ePostcard campaign featuring iconic Arizona images. With customizable messages, email ePostcards can be sent to friends and family around the globe at no cost. This campaign is built to be an on-going campaign with the images of Arizona changing to reflect seasonally activities.

Help us get the word out about this wonderful new campaign by sending the following link to everyone you know. <http://www.arizonaguide.com/experience-and-share/epostcard>.

For more information about [ValueAZ](#), the Arizona Calling ePostcard, and what to see and do in Arizona, please visit [Arizonaguide.com](http://www.arizonaguide.com).

Have a great week.

Sherry Henry
Director, Arizona Office of Tourism

AOT News

Arizona Calling – Share Something Amazing!

AOT, in collaboration with the Governor's Task Force on Tourism and Economic Vitality, has launched "[Arizona Calling – Share Something Amazing](#)," an ePostcard campaign featuring iconic Arizona images. The ePostcard campaign features vibrant imagery of the Grand Canyon State that gives residents and travelers the opportunity to share Arizona's beauty with others. With customizable messages, email ePostcards can be sent to friends and family around the globe at no cost. Built to be an on-going campaign, the images of the ePostcard will change periodically to reflect Arizona's seasons and activities. The ePostcard is available through [Arizonaguide.com](http://www.arizonaguide.com).

Get your Summer Travel Packages and Deals on Value AZ.com

AOT has launched its successful summer, in-state campaign, **Value AZ**, but we still need your travel packages and deals! The campaign showcases the amazing summer travel opportunities found throughout Arizona in addition to promoting the economic benefits of the travel and tourism industry. **To celebrate the Arizona Centennial, coming up February 14, 2012, we're also asking that deals and packages supplied use the Centennial theme whenever possible.**

If you want your summer travel packages or deals promoted through ValueAZ.com, this is your chance! Upload your travel deals and packages to the Travel Deals section of AOT's consumer Web site, <http://www.arizonaguide.com/arizona-tourism-partners>. You must first sign up to be a Travel Partner on www.Arizonaguide.com before you can list a travel package or deal. There is no charge to list a package on the Travel Deals section. If you have questions or need additional assistance, please contact Sandy Pederson at 602-364-3698 or via email at spederson@azot.gov.

New Update to AOT's Research Web site!

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site www.azot.gov.

- [National, Regional, Arizona Lodging 1st Quarter 2011](#)
- [County Lodging 1st Quarter 2011](#)

- [State Park Visitation March 2011](#)

For additional information or questions, please contact Melissa Elkins, Research Manager, at 602-364-3716 or via e-mail at melkins@azot.gov.

Register for the 2011 Governor's Conference on Tourism!

Registration is now open for the 2011 [Governor's Conference on Tourism](#)! This event is the premier educational and networking gathering for the travel and tourism industry. It is filled with practical ideas from the industry's top experts that you can take back to your community and immediately apply to your program of work. You'll get the latest hospitality and tourism information, network with more than 500 of your colleagues, learn about products and services from exhibiting sponsors, and get the latest industry research available. To register, visit www.aztourismconference.com.

AOT Hosts Successful AAA FAM Tour

Kristin Swanson, AOT's Travel Industry Marketing Specialist, escorted six AAA travel agents on the "Old, Older, and Oldest" AAA familiarization tour. The travel agents were from Arizona, North Carolina, New Jersey, Pennsylvania and Oregon. The tour made stops in Tempe, Winslow, Williams, Tusayan, and the Grand Canyon National Park. The agents spent the first day in Tempe and visited the ASU Art Museum, Tempe Town Lake, dined at Monti's Casa La Vieja and saw the musical Billy Elliott at Gammage Auditorium. In the Northeastern part of the state the group toured the Petrified Forest National Park. In Winslow, they stood on the corner and tasted the flavors of the southwest cuisine at the Turquoise Room restaurant located inside of the historic hotel the La Posada. Heading over to Williams, the group cruised down Rte 66, dined at Twisters, stayed at the Grand Canyon Railway Hotel and watched little bear cubs play at Bearizona. Making their way up to the Grand Canyon National Park, the group traveled by jeep through the Kaibab National Forest, took a helicopter ride over the canyon and stayed at the Red Feather Lodge. For more information please contact Kristin Swanson at kswanson@azot.gov.

Calling all 2012 Events

AOT is collecting all 2012 event dates for the Arizona Calendar of Events. Please identify the exact dates of your events, details can be sent at a later date if not yet confirmed. Submit your items by Wednesday, June 1. If you have not sent your calendar information for the rest of 2011, please send this as well. For more information, contact Marjorie Magnusson at 602-364-3695 or via e-mail at mmagnusson@azot.gov.

Upcoming Events & Activities

Arizona Highways Travel Show

Dates: May 14 - 15

Location: Phoenix Convention Center

[US Travel Association's International Pow Wow](#)

Dates: May 21 – 25

Location: San Francisco, California

Governor's Conference on Tourism

Dates: July 13-15

Location: Doubletree Paradise Valley Resort, Scottsdale

Industry News

The Annual Salute to Travel and Tourism in America, May 7 - May 15, 2011

The first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with “the appropriate ceremonies and activities.”

Since its establishment, the U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies. For information, visit www.ustravel.org/marketing/national-travel-and-tourism-week.

TripAdvisor Travelers' Choice Destinations Awards: Sedona Ranked #9

Congratulations to Sedona for being listed as the #9 favorite U.S. Destination by TripAdvisor travelers! TripAdvisor®, announced the winners of its 2011 Travelers' Choice® Destinations awards. In its third year of the awards, TripAdvisor has honored 337 outstanding destinations across the globe. In addition to the top 25 in the world overall, top 25 lists have been named for the United States, Europe, the Caribbean & Mexico, Central & South America, Asia, India, South Pacific, Canada, Africa, United Kingdom, France, Italy, Germany and Spain.

Travelers' Choice Destinations awards honor top travel spots worldwide based on millions of real and unbiased opinions from TripAdvisor travelers. Award winners were determined based on a combination of travelers' favorite places and overall destination popularity.

“Millions of TripAdvisor travelers around the globe have helped identify the world's top travel spots,” said Barbara Messing, chief marketing officer for TripAdvisor. “The Travelers' Choice Destinations awards not only recognize some of the most beloved travel destinations worldwide, but serve as inspiration for millions of travelers looking to plan their next trip.”

2011 Travelers' Choice U.S. Destinations:

1. New York City, New York
2. Honolulu, Hawaii
3. San Francisco, California

4. Las Vegas, Nevada
5. Lahaina, Hawaii
6. Kailua-Kona, Hawaii
7. New Orleans, Louisiana
8. San Diego, California
9. Sedona, Arizona
10. Seattle, Washington

For the complete 2011 Travelers' Choice Destinations lists, sponsored by Audi, go to <http://www.tripadvisor.com/TCDestinations>.

One Week Left for the Arizona Highways Travel Show – May 14 & 15

The Arizona Highways Travel Show provides an opportunity for communities, along with industry-related organizations and companies to promote their tourism destinations directly to potential customers in the Phoenix market. More than 100 exhibitors participated in last year's event where more than 3,000 attendees were looking for travel locations and things to do in the summer and fall in Arizona.

The Arizona Highways Travel Show is your chance to market directly to this audience!

Show Details:

Arizona Highways Travel Show – Presented by KTVK- 3TV
Phoenix Convention Center – Hall F
May 14 & 15, 2011
10:00 a.m. – 5:00 p.m.

To register for a booth at the show:

www.arizonahighwaystravelshow.com

For more information, contact:

Rich Ripley
Arizona Highways Travel Show
Presented by KTVK - 3TV
480-838-9123
rich@azinco.com

U.S. Travel Community Supports Expansion of Global Entry Program

The U.S. Travel Association applauded the announcement that the United States and South Korea are partnering to link trusted traveler programs as part of Global Entry, a program designed to expedite the entry process for trusted travelers.

"Global Entry increases security while at the same time reduces hassle for frequent travelers coming to the United States," said Roger Dow, president and CEO of the U.S. Travel Association. "Integrating our biometric trusted traveler programs with South Korea makes good sense, and more countries should be considered for the program."

Global Entry is a U.S. Customs and Border Protection (CBP) travel facilitation program allowing pre-approved members an alternative to regular passport processing lines that reduces average

wait times by 70 percent. More than 75 percent of travelers using Global Entry are processed in less than five minutes, according to CBP.

At Global Entry kiosks, members insert their passport or lawful permanent resident card into a document reader, provide digital fingerprints for comparison with fingerprints on file, answer customs declaration questions on the kiosk's touch-screen, and then present a transaction receipt to CBP officers before leaving the inspection area.

Global Entry is currently available at 20 major airports in the United States for U.S. citizens and U.S. permanent residents over 14 years of age who are in possession of a valid machine-readable passport and who consent to a background screening.

The U.S. Travel Association has played a crucial role in advocating for the Global Entry program, including the original legislation authorizing the program in 2007, obtaining start-up funding for operations in 2008 and encouraging expansion of the program to additional locations and to qualified foreign visitors.

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$1.8 trillion in economic output and supports 14.1 million jobs. U.S. Travel's mission is to increase travel to and within the United States. (*Travel Industry Wire, May 6*)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

Connect with the Arizona Office of Tourism!

Become a fan on Facebook! <http://www.facebook.com/arizonatravel>
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